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TAGS: BEXP, BTRA, KS
SUBJECT: INTERNATIONAL TRADE MART OF NEW ORLEANS BUSINESS MISSION ADVANCE VISIT
REF: (A) STATE 10161 (B) STAUFFER/STAVE TELCON, 4-27-80
1. EUGENE SCHREIBER, MANAGING DIRECTOR, INTERNATIONAL TRADE MART OF NEW ORLEANS, WILL VISIT KOREA BEGINNING LATE ON MAY 12. HE WILL MAKE ADVANCE PREPARATIONS FOR TRADE MART-SPONSORED BUSINESS MISSION IN JUNE TO COINCIDE WITH VISIT OF EXIM CHAIRMAN MOORE (REFTEL). SCHREIBER WILL BE IN SEOUL AT LEAST THROUGH MAY 14, AND COULD STAY THROUGH 16TH IF NECESSARY. HE HAS REQUESTED DOC AND STATE ASSISTANCE IN PREPARING FOR BUSINESS MISSION APPOINTMENTS IN SO FAR AS RESOURCES ALLOW (REFTEL CON). (FYI. SCHREIBER IS FORMER FSO WITH FIFTEEN YEARS OF E/C EXPERIENCE).
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2. CO-LEADERS OF MISSION WILL BE EXIMBANK CHAIRMAN MOORE AND TRADE MART PRESIDENT JAMES J. COLEMAN, WHO IS ALSO HONORARY KOREAN CONSUL GENERAL IN NEW ORLEANS. CHAIRMAN MOORE'S PARTICIPATION IN GROUP'S ACTIVITIES WILL BE FLEXIBLE, AND SUBJECT OF SEPARATE COMMUNICATIONS BETWEEN EMBASSY AND EXIM.
3. COMPOSITION OF JUNE GROUP NOT YET FINALIZED, BUT WILL INCLUDE APPROXIMATELY FIFTEEN PEOPLE, WITHOUT SPOUSES. ONE HALF OF GROUP IS LIKELY TO HAVE BUSINESS CONNECTIONS IN KOREA. MEMBERS WOULD BE EITHER SENIOR OFFICIALS OR BUSINESS OWNERS, WITH DECISIONMAKING AUTHORITY.
4. SCHREIBER HAD DISCUSSED ARRANGEMENTS WITH KOTRA OFFICIALS IN TRADE MART'S OFFICE BUILDING, AND OBTAINED SUGGESTIONS FOR WHICH KOTRA HAS OFFERED TO MAKE NECESSARY ARRANGEMENTS, INCLUDING PROVIDING TRANSPORTATION AND MAKING HOTEL RESERVATIONS. PRELIMINARY LIST OF FORMAL EVENTS IS AS FOLLOWS:
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DEPARTMENT OF STATE A/CDC/MR
REVIEWED BY _____ DATE 5/12/82
RDS☐or XDS☐EXT. DATE _____
TS AUTH. _____ REASON(S) _____
ENDORSE EXISTING MARKINGS ☐
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JUNE 3, TUESDAY/11-12:30, CALL ON KOTRA PRESIDENT/12:30-2:00, LUNCH HOSTED BY KOTRA/2:30-4:00, CALL ON CHUNG HOON PARK AND TOUR OF KTA EXHIBITION HALL.
JUNE 4, WEDNESDAY/10-10:30, CALL ON MCI MINISTER/11-12, CALL ON YS KIM, PRESIDENT, KOREA CHAMBER OF COMMERCE. 12:30-2:00, LUNCH HOSTED BY Y.S. KIM. 7:00-10:00 P.M. DINNER HOSTED BY MCI MINISTER.
JUNE 5, THURSDAY/10:00-11:00 A.M. CALL ON DPM LEE HAHN-BEEN, EPB BRIEFING.
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INDIVIDUAL MISSION MEMBERS WOULD NEED ABOUT 1-1/2 DAYS FOR BUSINESS APPOINTMENTS, AND MAY NOT ATTEND EACH FORMAL EVENT AS A GROUP.
5. WOULD PREFER EMBASSY ASSISTING WITH INDIVIDUAL APPOINTMENTS FOR MISSION MEMBERS SO THAT GROUP'S INTERESTS ARE CONSIDERED FROM U.S. COMMERCIAL PERSPECTIVE. KOTRA HAS OFFER ASSISTANCE IN THIS REGARD AS WELL BUT TRADE MART AND DOC PREFER SEEKING EMBASSY GUIDANCE IF EMBASSY'S RESOURCES ARE SUFFICIENT. GROUP WOULD APPRECIATE BRIEFING AT EMBASSY ON MORNING OF JUNE 3 PRIOR TO BEGINNING OTHER ACTIVITIES. IN ADDITION, SCHREIBER WISHES TO HAVE MISSION HOST DINNER JUNE 5 FOR KOTRA AND OTHERS, AND WOULD BE INTERESTED IN DUTCH TREAT LUNCHEON SAME DAY WITH AMERICAN CHAMBER. MISSION ENDS EVENING OF JUNE 6, AND ALTHOUGH THIS IS KOREAN HOLIDAY, SCHREIBER WISHES ATTEMPT SCHEDULE POSSIBLE VISIT TO PUSAN BECAUSE OF MEMBERS PORT INTERESTS, OR LEAVE TIME FOR FOLLOW-UP APPOINTMENTS.
6. TO DO ADVANCE WORK, SCHREIBER WISHES MEET EMBASSY COMMERCIAL OFFICER AT 9:00 A.M. MAY 13 TO DISCUSS ARRANGEMENTS. LIST OF MISSION PARTICIPANTS WILL BE FORWARDED TO EMBASSY ASAP, PRIOR TO SCHREIBER VISIT. HE IS PREPARED TO HIRE LOCAL ASSISTANCE IF NECESSARY IN SCHEDULING BUSINESS VISITS, IN ADDITION TO POSSIBLE RESOURCES AVAILABLE THROUGH JAMES COLEMAN'S KOREAN JOINT VENTURE, INTERNATIONAL TANK TERMINALS. SCHREIBER ALSO WILL ARRANGE MEETING AT 11:00 ON MAY 13 WITH KOTRA OFFICIALS, AND WOULD WELCOME EMBASSY PARTICIPATION. SCHREIBER HAS BEEN ADVISED NAME OF SEOUL KOTRA CONTACT IS YOUN-SOON CHUNG, MANAGER, TRADE PROMOTION DEPT., 23-4181.
7. TO SIMPLIFY ARRANGEMENTS, SCHREIBER PREFERS HOLDING MISSION MEMBERS INDIVIDUAL JUNE APPOINTMENTS IN
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CENTRAL LOCATION (I.E. CHOSEN, WHERE MISSION IS STAYING, KOTRA OF EMBASSY), BUT WILL REVIEW WITH EMBOFF EFFECTIVENESS OF THIS APPROACH IN KOREAN CONTEXT. AT PRESENT,

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SIMPLY WISH TO ADVISE EMBASSY OF STATUS OF TRADE MART PREPARATIONS AND TENTATIVE PROGRAM. WOULD WELCOME EMBASSY COMMENTS REGARDING ANY ASPECT OF ARRANGEMENTS PRIOR TO SCHREIBER'S ADVANCE VISIT. REQUEST RESPONSE GIVING NAME OF COMMERCIAL OFFICER AND CONFIRMATION OF TIME FOR MAY 13 EMBASSY MEETING. CHRISTOPHER

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